

Notice of Allowability

Application No.

09/725,750

Examiner

Adam L. Basehoar

Applicant(s)

FURLONG ET AL.

Art Unit

2178

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to the Amendment filed 11/20/06.
2. ☒ The allowed claim(s) is/are 9-11,13,14,16-20 and 22.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____

REASONS FOR ALLOWANCE AND EXAMINER'S AMENDMENT

1. This action is responsive to communications: The Amendment filed 11/20/06.
2. The rejection of claims 9-11, 13-14, 16-20, and 22 under 35 U.S.C. 103(a) as being unpatentable over Microsoft PowerPoint 2000, 03/10/99, "Selling an Idea for a Product," pp. 1-9 (Hereafter known as "MPP2000") in view of Health et al (US-6,938,032 08/30/05)) in further view of Markus et al (US-6,490,601 12/03/02) have been withdrawn as necessitated by Amendment.
3. The Specification has been amended by the examiner, which is discussed below in the Examiner's Amendment section.
4. Claims 9-11, 13, 14, 16-20, and 22 are allowed as necessitated by the Amendment and discussed below in the Reasons for Allowance section.

EXAMINER'S AMENDMENT

5. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.
6. Preliminary authorization for this examiner's amendment was given in a telephone interview with Jonathan Geld on 02/16/07.

In general, the following Examiner Amendments have been made to the independent claims as a good faith effort to overcome apparent 35 U.S.C. 101 non-statutory issues.

1) In regard to independent claims 9, 14, and 17, the limitation has been added requiring that generated slide presentation be stored. While a slide presentation was created in the computer by execution of the processor, the claims were considered non-statutory because the claims did not produce a tangible result. The focus must be on the result and not on the steps or structure used to produce the result.

2) In regard to independent claim 14, the limitation has been rephrased and extrapolated upon so that the processor executes an instruction utilizing the presentation definition template and thus generating the slideshow presentation. Prior to this amendment, the presentation definition template, associated query condition, and mappings were stored as a data structure in one or more computer memories, which was considered functional descriptive material. However, functional descriptive material per se is not statutory. The amendment added executing hardware necessary to realize the functionality stored in the computer memory.

The Application has been amended as follows:

Claim 9 (Currently Amended) A computer-implemented method for generating a slide presentation for a presentation target, comprising:

creating at least one presentation definition template comprising a plurality of component definitions, wherein one or more of the component definitions has an associated information bookmark;

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associating a query condition with each component definition, each query condition determining whether the associated component definition is to be included in a slide presentation;

providing a mapping between each information bookmark and associated opportunity-specific data; and

in response to a command to generate a slide presentation for the presentation target, the computer performing the acts of:

determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition; **and**

for each of the component definitions determined to be included in the slide presentation, automatically replacing the associated information bookmark with its mapped opportunity-specific data to generate the slide presentation, wherein said determining uses the opportunity-specific data, and said determining and said replacing are performed without human interaction; [[.]] **and**

storing the generated slide presentation.

Claim 14 (Currently Amended) One or more computer memories collectively containing a data structure for a slide presentation, comprising:

a presentation definition template comprising a plurality of component definitions, wherein one or more of the component definitions has an associated information bookmark;

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an association of a query condition with each component definition, each query condition determining whether the associated component definition is to be included in a slide presentation; and

a mapping of each bookmark to an associated opportunity-specific data, **further comprising:**

~~such that the presentation definition template may be used by a processor coupled to the computer memories~~ **a processor coupled to the computer memories executing an instruction, utilizing the presentation definition template,** to generate a slide presentation for a presentation target by determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition, and for each of the component definitions determined to be included in the slide presentation, automatically replacing the associated information bookmark with its mapped opportunity-specific data, wherein said determining uses the opportunity-specific data, and said determining and said replacing are performed without human interaction; **[[.]] and storing the generated slide presentation.**

Claim 17 (Currently Amended) A system for generating a slide presentation for a presentation target, comprising:

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a means for creating at least one presentation definition template comprising component definitions, wherein one or more of the component definitions has an associated information bookmark;

a means for associating a query condition with each component definition, each query condition determining whether the associated component definition is to be included in the slide presentation;

a means for providing a mapping between each information bookmark and an associated item of data;

a processor comprising:

means for determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition in response to a command to generate a slide presentation for a presentation target; [[,]]

means for, for each of the component definitions determined to be included in the slide presentation, automatically replacing the associated information bookmark with its mapped item of data in response to the command to generate the slide presentation for the presentation target, wherein the processor means for determining uses opportunity-specific data; [[.]] **and**

means for storing the generated slide presentation.

REASONS FOR ALLOWANCE

7. The following is an examiner's statement of reasons for allowance:

Regarding substantially similar independent claims 9, 14, and 17, none of the references, either singularly or in combination, teach or suggest to a person of ordinary skill in the art at the time of the invention the combination of the claimed limitations (e.g. associating a query condition with each component definition; automatically selecting component definitions based on a query condition as well as opportunity-specific data; mapping opportunity-specific data to each information bookmark in the component definitions; etc). The examiner notes that while creating customized slideshow presentations based on a particular user is not considered a novel feature (See Examiner Cite Prior Art), but in light of the combination of the features of the system and method steps of the independent claims the limitations of claims 9, 14, and 17 are considered novel, and unobvious to a person of ordinary skill in the art at the time the invention was made in view of the prior art of record.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

US-7,058,647

06-2006

Hill, Charles

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US-6,590,586

07-2003

Swenton-Wall et al.

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Adam L. Basehoar whose telephone number is (571)-272-4121.

The examiner can normally be reached on M-F; 7:00am - 4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Steve Hong can be reached on (571) 272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

ALB


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